

CT&M CONCEPTS

ASSOCIATION FOR EDUCATION IN JOURNALISM & MASS COMMUNICATION

Denver set for mile-high meeting



Denver's skyline lights up at night. Colorado's capital city will host the summer AEJMC conference.

Photo by flickr user "Dag"

MICHEL HAIGH
PENNSYLVANIA STATE UNIVERSITY
CT&M RESERACH PAPER CHAIR

This year CT&M received 114 papers. The numbers are comparable to the previous two years (121 in 2009 and 106 in 2008). Based on the spots available, 53 papers were accepted (acceptance rate of 46%). One paper was disqualified from the competition because of identifying information on the title page. There were 59 first-authored student papers, and 55 first-authored faculty papers submitted. Twenty-two student papers and 31 faculty papers were accepted.

Penelope Sheets, University of Washington, won the Chaffee-McLeod Award for Top Student Paper. **Jason Gilmore** and **Lindsey Meeks**, University of Washington, and **Nick Geidner** of The Ohio State University authored the other top student papers. The Top Faculty Paper was co-authored by **Young Mie Kim**, **Ming Wang**, **Melissa R. Gotlieb**, **Itay Gabay**, and **Stephanie Edgerly** of the University of Wisconsin-Madison. Top Three Faculty Papers include a paper co-authored by **Emily Vraga**, **Mitchell Bard**, **Leticia Bode**, **D. Jasun Carr**, **Stephanie Edgerly**, **Courtney Johnson**, **Young Mie Kim**, and

Dhavan Shah of the University of Wisconsin-Madison; and a paper authored by **Mike McDevitt**, University of Colorado. The top student paper and top faculty papers will be presented Friday, August 6 from 5.15 p.m. to 6.45 p.m. in the session called "Best of CT&M Research."

There were 1,830 total submissions to the All-Academic website for the Denver conference. The three divisions receiving the most papers were Mass Communication and Society (184 papers), Communication Technology (157 papers), and CT&M (114 papers). Thanks to the 62 CT&M reviewers who are recognized in the conference program. Every CT&M paper received three reviews.

The All-Academic system continues to improve. There is still a need for a "non-applicable" option for some review questions that do not apply to theory papers, and this issue will continue to be addressed.

For more on the paper competition and the complete conference presentation see Page 4

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**Thoughts from
the Head*****CT&M developing its brand***

DOMINIQUE BROSSARD
UNIVERSITY OF WISCONSIN - MADISON
CT&M DIVISION HEAD

As our 2010 Convention in Denver is fast approaching, I would like to thank CT&M board members for their exemplary work in running the research competition and undertaking all the other tasks involved in preparing a successful convention. As you can see from the columns in this newsletter, the CT&M program this year promises to be intellectually rewarding and exciting and I hope to see many of you during our sessions. I especially invite you to join us for CT&M business meeting, when we will acknowledge our awardees and reflect upon this year's activities.

Among this year's accomplishments, I am pleased to report that CT&M has been actively working on solidifying its brand image. Following a discussion with the membership through e-mail exchanges and blog postings, we have designed a new logo for our division and increased our Web presence. In particular, we have designed a state of the art Web site, which will be presented during our Denver business

meeting. CT&M recently created a Facebook page, which currently has 175 active members and is now routinely used to inform members of new developments.

We have also continued working on strengthening our financial situation since we started the fiscal year with a deficit. Particularly, CT&M will be offering a pre-convention workshop with sponsorship from Taylor & Francis that will help bring some funds to the division, while offering AEJMC members cutting edge training in mediation analysis. We are however still in a precarious situation and will still need to discuss a potential increase in membership dues and a revised relationship with Communication Methods and Measures. Again, I urge you all to come discuss these important issues with us in Denver during our business meeting.

I am looking forward to see you all in Denver in August!

Several CT&M sessions touch on teaching

JASON REINEKE
MIDDLE TENNESSEE STATE UNIVERSITY
CT&M TEACHING STANDARDS CHAIR

The Communication Theory and Methodology division is sponsoring two teaching panels at this year's national convention in Denver. I strongly encourage all Concepts readers to attend both of these discussions.

First, we're the primary sponsor of the Kappa Tau Alpha Centennial: Celebrating the Scholarly Life panel, with the Council of Affiliates co-sponsoring. As the name suggests, this discussion will focus on the past, present, and future of Kappa Tau Alpha. Kappa Tau Alpha, which was founded at the University of Missouri in 1910, is an honor society that encourages and acknowledges exceptional scholarship in journalism and mass communication. **Jane Singer** (University of Iowa and University of Central Lancashire) will moderate this all-star panel featuring **Maurine Beasley** (University of Maryland), **Jay Black** (University of South Florida), **Donald Shaw** (University of North Carolina), **Esther Thorson** (University of Missouri), and **David Weaver** (Indiana University). This session is scheduled for Thursday, August 5 from 3:15 to 4:45 p.m.

The Mass Communication and Society division is the primary sponsor for our second teaching panel (we're co-sponsoring), titled Working with the IRB at Your Institution. This panel may deal with many different aspects of Institutional Review Board relations, but as a

teaching panel a special emphasis will be placed on discussion of shepherding students through the protocol review, approval, and maintenance process. **Janet Bridges** (Sam Houston State University) will moderate while **Robert Logan** (National Institutes of Health), **Paula Poindexter** (University of Texas), **Michael Slater** (The Ohio State University), and **Sylk Sotto-Santiago** (University of Denver) will serve as panelists. This session is scheduled for Saturday, August 8 from 10:00 to 11:30 p.m.

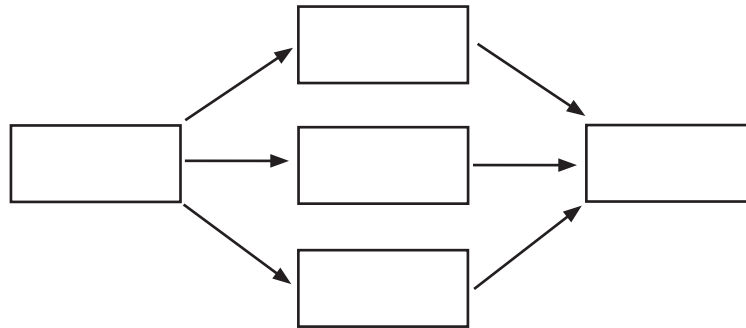
Finally, although it is not officially a teaching session, there will also be obvious benefits from attending Communication Theory and Methodology's pre-conference workshop Beyond Baron and Kenny: Modern Mediation Analysis for both teachers and students of statistics. This workshop will be led by **Andrew Hayes** (The Ohio State University), one of the field's foremost scholars in the areas research methodology and statistical analysis. Hayes has published extensively on the topic of statistical mediation, the process by which an independent variable's effects on a dependent variable occur via a third, mediating variable. This very affordable (only \$30 for faculty and \$20 for students) workshop is scheduled for Tuesday, August 3 from 1:00 to 5:00 p.m. and is sure to be well-worth attending for anyone who teaches statistics in our field or expects to someday do so.

“Beyond Baron and Kenny: Modern Mediation Analysis”



A pre-conference workshop with
Andrew F. Hayes

Over the years, methods used to test causal process models have grown in sophistication, yet frequently, the analytical choices communication researchers make when testing intervening variables models are out of step with advances in the statistical methods literature. This workshop updates the field on some of these new advances.



Andrew F. Hayes is one of the leading communication scholars in the areas of research design, psychometrics, and data analysis. He is internationally renowned for the statistical analysis of moderation and mediation effects and resampling methods of inference. More information about Hayes is available at: <http://www.comm.ohio-state.edu/ahayes/>

Cost: This pre-conference session is open to all AEJMC members, with a discount for graduate students:
Student members: \$20. Non-student members: \$30.

When: Tuesday August 3 from 1 to 5 p.m.

Where: Denver Annual AEJMC meeting

More: If you are interested in preregistering contact Hernando Rojas, CT&M Vice Head at hrojas@wisc.edu

Sponsors: CT&M and the Taylor & Francis Group

CT&M schedules sessions for summer

HERNANDO ROJAS
 UNIVERSITY OF
 WISCONSIN-MADISON
 CT&M VICE HEAD & PROGRAM
 CHAIR

This year CT&M starts the program early with a preconference workshop on mediation analysis conducted by **Andrew Hayes**. With this workshop, which we expect becomes a recurrent opportunity to explore relevant methodological issues, we are hoping to provide added service to our members and contribute to the methodological sophistication of the field overall; one of the hallmarks of our division. Special thanks to Hayes who gets us started on this endeavor and to the Taylor & Francis Group for co-sponsoring it.

Starting Wednesday we have a wonderful series of Research, PF&R and Teaching sessions, thanks to the hard work of **Michel Haigh**, our paper competition chair, **Xiaoli Nan** and **Jason Reineke**, our PF&R and Teaching Chairs, and our members who each year submit papers of greater quality.

This year we are sponsoring 8 refereed research sessions, 2 PF&R and 2 teaching panels. The research presentations will explore methodological and theoretical innovations across multiple fields and dimensions of communication research including: politics, health, new media, children, information processing, deliberation and framing. The PF&R panels include sessions on externally funded research with social implications and identity and the Teaching panels include the Kappa Tau Alpha Centennial: Celebrating the Scholarly Life session, and a panel on institutional IRBs.

I thank in advance our moderators and discussants and congratulate the award winners who will be celebrated in the Best of CT&M session on Friday.

See you in Denver!

2010 Convention – CT&M Program

August 3 - Tuesday

1 to 5 p.m.

Workshop: Beyond Baron and Kenny: Modern Mediation Analysis, by **Andrew F. Hayes**, The Ohio State University. Cosponsor Taylor & Francis Group

August 4 - Wednesday

10 a.m. to 11.30 a.m.

Refereed Research Session - Methodological innovations: Virtual ethnography, comparative grouping, social networks and dynamic models. Presiding/Moderating: **Dennis T. Lowry** - Southern Illinois University Carbondale.

Virtually Ethnographic: Considering Method and Methodologies in Virtual Worlds — **Rosa Mikeal**

Martey and **Kevin Shiflett** from Colorado State University.

A Comparative Grouping Method: Studying Meaning Construction Using a Hybrid Approach — **Sue Robinson**, University of Wisconsin-Madison and **Andrew Mendelson**, Temple University
From Network Society to Social Networks in Mass Communication: Toward a Theoretical and Methodological Integration in the Digital Age — **Itai Himelboim**, University of Georgia and **Tsan-Kuo Chang**, City University of Hong Kong.

Modeling Time in Multilevel Models — **Michael Beam**, The Ohio State University.

Discussant: **Michael Dahlstrom**, Iowa State University

August 5 - Thursday

8.15 a.m. to 9.45 a.m.

Refereed Research Session – Poster session. Co-sponsors CTEC/ICD.

Innovations in Health Communication

Investigating the process and effect of the reception and provision of emotional social support on breast cancer patients' health outcomes in online cancer support groups — **Eunkyung Kim** University of Wisconsin-Madison, **Jeong Yeob Han**, University of Georgia, **Tae Joon Moon**, University of Wisconsin-Madison, **Bret Shaw**, University of Wisconsin-Madison, **Dhavan Shah**, University of Wisconsin-Madison, **Fiona McTavish**, University of Wisconsin-Madison and **David Gustafson**, University of Wisconsin-Madison.

H1N1-Pandemic Risk Perception: The Influence of Media Dependency and Third Person Influence — **Carolyn Lin** and **Carolyn Lagoe**, University of Connecticut.

Sex Differences in Health Information Processing Strategies: The Effect of Sex and Message Appeals (cognitive vs. affective) on College Students' Attitude towards Binge drinking and Intention to Binge Drink — **Hoyoung (Anthony) Ahn hahn** and **Lei Wu**, University of Tennessee.

Perceived risk as a mediator of mood effects on the effectiveness of health PSAs: differential effects for high vs. low relevance messages — **Sela Sar**, Greenlee School of Journalism and Communication and **George Anghelcev**, Pennsylvania State University.

Discussant: TBA

Media effects

Explicating Media Use 2.0: A Theoretical and Empirical Examination of a Key Communication Concept — **Andrew Binder**, University of Wisconsin-Madison.

Materialism, Postmaterialism and Agenda-Setting Effects:
 The

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CT&M session schedule for AEJMC 2009

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Values-Issues Consistency Hypothesis – **Sebastian Valenzuela**, University of Texas at Austin.

Exposure to Counter-Attitudinal News Coverage and the Timing of Voting Decisions – **Jörg Matthes**, University of Zurich.

A New (Methodological) Look at Science Knowledge Gaps: Merging Trend-data to Examine Widening Nanotechnology Knowledge Gaps – **Michael Cacciatore**, University of Wisconsin-Madison, **Dietram Scheufele**, University of Wisconsin-Madison and **Elizabeth Corley**, Arizona State University.

Discussant: **Heather L. LaMarre** – University of Minnesota

Framing

Motivational Systems and Health Message Framing: Testing Two Competing Accounts – **Changmin Yan**, Washington State University.

Mapping the Intellectual Structure of Framing Research Through Citation and Cocitation Analysis: A Social Network Perspective – **Zixue Tai**, University of Kentucky.

Value Resonance and Value Framing Effects on Voting Intentions in Direct-Democratic Campaigns – **Christian Schemer**, **Werner Wirth** and **Jörg Matthes**, University of Zurich.

****Anti-Americanism in the American Mind: National Identity, News Content and Attributions of Blame* – **Jason Gilmore** and **Lindsey Meeks**, University of Washington.

Discussant: **Paul D' Angelo** – The College of New Jersey

Information Processing

Transportation into Vivid Media Violence and Viewer Fright Reactions – **Karyn Riddle**, University of Wisconsin-Madison.

The influence of mood and information processing on recall: Exploring item-specific, relational and narrative processing – **Michael Dahlstrom** and **Sela Sar**, Iowa State University.

Michael Jordan, Michael Vick, or just some guy named Michael: Exploring Priming Effectiveness based on Valence, Mode, and Familiarity, **Temple Northup** and **Francesca Dillman Carpentier**, University of North Carolina - Chapel Hill.

Effects of Rationality and Discounting Cues on Attitude Changes toward Soft Drinks over Time – **Chia-Hsin Pan**, Chinese Culture University- Taiwan.

Discussant **Tien-Tsung Lee** - University of Kansas
Politics

Political ad tone, reactance, affect, perceived effects, and political participation – **Patrick Meirick**, **Gwendelyn Nisbett** and **Hyunjung Kim**, University of Oklahoma.

The role of exemplification in shaping third-person perceptions and support for restrictions on video games – **Mike Schmierbach**, Pennsylvania State University, **Qian Xu**, Pennsylvania State University and **Michael Boyle**, West Chester University.

****Group Involvement and the Spiral of Silence: Using Agent-Based Modeling to Understand Opinion Expression* – **Nick Geidner**, The Ohio State University.

The Effects of Comedic Media Criticism on Media Producers – **Lindsay Newport**, Louisiana State University.

Discussant: **Cory Armstrong**, University of Florida-Gainesville

Theory and methods developments

Not Another Materialist Rhetoric, – **Marco Briziarelli**, University of Colorado at Boulder.

Selecting Daily Newspapers in China for Content Analysis: A Comparison of Sampling Methods and Sample Sizes – **Yunya Song** and **Tsan-Kuo Chang**, City University of Hong Kong.

The Media and Identity Scale: Some Evidence of Construct Validity – **John Dimmick** and **Melanie Sarge**, The Ohio State University.

The Effects of Random Error in Content Analysis: What Does Intercoder Reliability Really Mean? – **Joe Bob Hester**, University of North Carolina-Chapel Hill.

Discussant: TBA

***Top Three Student Paper

1.30 p.m. 3 p.m.

Refereed Research Session - Scholar to scholar session.

Why and How Consumers Use the Internet: Online Uses and Gratifications Revisited – **Tien-Tsung Lee** and **Susan Novak**, University of Kansas.

Reconceptualizing Political Blogs as Part of Elite Political Media – **Aaron Veenstra**, Southern Illinois University Carbondale.

Learning from incidental exposure: An investigation of the causal relationship between unintended news encounters online and awareness of public affairs information – **Jae Kook Lee**, Indiana University.

Emails from the 2008 U.S. Presidential Campaigns: Communication and Mobilization – **Melissa Smith**, Mississippi State University, **Mary Jackson Pitts**, Arkansas State University, **Barry Smith**, Mississippi University for Women and **Myleea Hill**, Arkansas State University.

Internet buzzword or theory-grounded concept? "User-generated content" explicated – **Justin Walden**, Pennsylvania State University.

Game Theory and Mass Communication: Applications and Insights for Future Use – **Amy Sindik**, University of Georgia.

Discussant: **Tom Johnson**, University of Texas-Austin

3:15 to 4:45 p.m.

Teaching Panel - Kappa Tau Alpha Centennial: Celebrating the Scholarly Life
Co-sponsor: Council of Affiliates. Presiding **Jane B. Singer**, University of Iowa / University of Central Lancashire. Panelists:

Maurine Beasley, University of Maryland

Jay Black, University of South Florida
Donald Shaw, North Carolina – Chapel Hill

Esther Thorson, University of Missouri
David Weaver, Indiana University

5 p.m. to 6.30 p.m.

Refereed Research Session. Children and media: Activeness, desirability, consumerism and citizenship. Presiding/ Moderating: **Maria Len Rios** – University of Missouri.

Mechanisms of Media Campaign Effectiveness in Children's Physical Activity Contexts: Expanding Normative Influence in the Theory of Planned Behavior, by **Hye-Jin Paek**, **Hyun Jung Oh** and **Thomas Hove**, Michigan State University.

Sex-Based Differences in Message Processing as a Result of Media Literacy Effects on Perceived Desirability of Sexual Media Messages – **Erica Austin**, Washington State University, **Bruce Pinkleton**, Washington State University and **Yvonne Chen**, Virginia Tech.

Modeling Political Consumerism among Youths: An Ecological Systems Approach, by **Rob Wicks** and **Ron Warren**, University of Arkansas.

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CT&M session schedule for AEJMC 2009

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What's a good citizen to do? Exploring the emergence of civic norms among young citizens — **Kjerstin Thorson**, University of Wisconsin-Madison.

Discussant: **Karyn Riddle**, University of Wisconsin-Madison

August 6 — Friday

8.15 a.m. to 9.45 a.m.

Refereed Research Session. Public opinion expression, deliberation and political action. Presiding/Moderating: **Patricia Moy** — University of Washington.

Cultural Predispositions, Mass Media, and Opinion Expression: Examining the Spiral of Silence in Singapore — **Shirley Ho, Vivian Chen** and **Clarice Sim**, Nanyang Technological University.

Do Hostile Opinion Environments Harm Political Participation? The Moderating Role of Generalized Social Trust, by **Jörg Matthes**, University of Zurich.

Effects of Political Talk Show Discussion on Mobilizing Citizens: Applying an Approach-Avoidance Motivation Framework, by **Melissa R. Gottlieb, Sojung Claire Kim, Itay Gabay, Xuan Liang, Chia-I Hou** and **Douglas McLeod**, University of Wisconsin-Madison.

Another Condition for Successful Deliberation: A Mathematical Approach, by **Poong Oh**, University of Southern California.

Discussant: **Rosanne Scholl** — Louisiana State University

3.30 p.m. to 5 p.m.

Refereed Research Session. Exploring otherness. Presiding/Moderating: **Ted Glasser** — Stanford University.

Talking about Poverty: News Framing of Responsibility and the Public's Support for Government Aid to the Poor — **Sei-Hill Kim**, University of South Carolina, **James Shanahan**, Boston University, and **Doo-Hun Choi**, University of Wisconsin-Madison.

Anti-Americanism as a media effect? Arab Media, Prior Cognitions, and Public Opinion in the Middle East — **Erik Nisbet** and **Teresa Myers**, The Ohio State University.

Reinforcing Spirals of Negative Affects and Selective Attention to Advertising in a Political Campaign — **Christian Schemer**, University of Zurich.

The Effect of Narrative News Format on Empathy for Stigmatized Groups — **Mary Beth Oliver, James P. Dillard, Keunmin Bae** and **Daniel J. Tamul**, Pennsylvania State University.

Discussant: **Jason Reineke** — Middle Tennessee State University

5.15 p.m. to 6.45 p.m.

Best of CT&M Research. Presiding/Moderating: **Michel Haigh**, Pennsylvania State University.

***Identity salience and policy support: Barack Obama, group identity cues, and message effects.* **Penelope Sheets** - University of Washington.

****Spiral of Speaking Out: Conflict Seeking of Democratic Youth in Republican Counties.* — **Mike McDevitt**, University of Colorado-Boulder.

****The Correspondent, the Combatant, and the Comic: How Moderator Style and Guest Civility Shape News Credibility.* — **Emily Vraga, Mitchell Bard, Leticia Bode, D. Jasun Carr, Stephanie Edgerly, Courtney Johnson, Young Mie Kim** and **Dhavan Shah**, University of Wisconsin-Madison.

Ambivalence Reduction and Polarization in the Campaign Information Environment: The Interaction between Individual-Level and Contextual-Level Influences.* — **Young Mie Kim, Ming Wang, Melissa R. Gottlieb, Itay Gabay and **Stephanie Edgerly**, University of Wisconsin-Madison.

Discussant: TBA

*Top Faculty Paper

**Chaffee-McLeod Top Student Paper

***Top Three Faculty Paper

7 p.m.

CT&M Members meeting

August 7 — Saturday

10 a.m. to 11:30 a.m.

Teaching Panel - Working with the IRB at your Institution. Presiding/Moderating: **Janet A. Bridges**, Sam Houston State University. Cosponsor MC&S.

Robert Logan, NIH, National Library of Medicine

Paula Poindexter, University of Texas-Austin

Michael Slater, The Ohio State University

Sylk Sotto-Santiago, Research Compliance Officer, University of Denver

11.45 a.m. to 1 p.m.

Refereed Research Session - Information and participation in the online domain. Presiding/Moderating: **Amanda Sturgill** - Baylor University. Co-sponsor CTEC.

Speaking Up in the 21st Century: The Effects of Communication Apprehension and Internet Self-Efficacy on Use of Social Networking Websites — **Brendan Watson**, University of North Carolina-Chapel Hill.

The Effects of High-Context and Low-Context Profile and Subjective norm on Attitudes and Behavioral intentions toward Social Network Sites, — **Bokyung Kim** and **Hyunmin Lee**, University of Missouri-Columbia.

Learning through Friending: Informational uses of online network sites and individuals' social capital and participation — **Homero Gil de Zuniga, Sebastian Valenzuela** and **Nakwon Jung**, University of Texas - Austin.

Putting out Fire with Gasoline: Gamson Hypothesis, Political Information and Political Activity — **Tom Johnson**, University of Texas-Austin and **Barbara Kaye**, Johns Hopkins.

Discussant: **James D. Ivory** - Virginia Polytechnic Institute and State University

1:30 to 3 p.m.

PF&R Panel. Identity and impact of communication as a discipline. Presiding/Moderating: **John Wirtz**, Texas Tech University. Co-sponsor CSW. Panelists: **Barbara Barnett**, University of Kansas **Elizabeth Toth**, University of Maryland **Julie Andsager**, University of Iowa **Dhavan Shah**, University of Wisconsin-Madison

3:15 to 4.43 p.m.

PF&R Panel - Conducting externally funded research with social implications. Co-sponsor: MC&S. Presiding/Moderating: **Lisa Paulin**, North Carolina Central University.

John Chapin, Pennsylvania State University

Federico Subervi, Texas State University

Michael Slater, Ohio State University **Shyam Sundar**, Pennsylvania State University

Stacey Hust, Washington State University

Panels connect division to field, society

Two exciting CTM-sponsored PF&R panels have been scheduled for the upcoming AEJMC conference in Denver. The first panel session, co-sponsored by Commission on the Status of Women (CSW), will explore and discuss the important issue of the identity and impact of communication as a discipline. Communication has traditionally been an interdisciplinary field. Because the interdisciplinary nature of our scholarly pursuit, we as a field need to constantly reflect on what distinguishes us from other areas of inquiry. This reflection will be instrumental for driving what we study and how we pursue our inquiries, therefore shaping the future of communication research. The panel will also engage a much-needed discussion on how to broaden the impact of communication scholarship in the academic community in general. A number of outstanding panel members with diverse scholarly background have been lined up for discussing these important topics: **Barbara Barnett** (University of Kansas), **Elizabeth Toth** (University of Maryland), **Julie Andsager** (University of Iowa), and **Dhavan Shah** (University of Wisconsin-Madison).

The second panel session, co-sponsored by the Mass Communication and Society (MCS) division, will engage a discussion on the need for conducting communication research that not only contributes to general knowledge but also benefits the well-being of individuals and society at large. Needless to say, the field has much to offer when it comes to changing the world in a positive way. As such, communication research has had a great track record of receiving funding from local and federal agencies and other funding organizations. This panel will discuss how communication researchers, especially those who are just starting to explore funded research, may more effectively promote research and obtain funding support to conduct high impact studies. A number of outstanding panel members who have been very successful in securing external funding to support their individual research have been invited to share their insights and experience: **John Chapin** (Pennsylvania State University, Beaver), **Federico Subervi** (Texas State University, San Marcos), **Michael Slater** (Ohio State University), **Shyam Sundar** (Pennsylvania State University), and **Stacey Hust** (Washington State University).

*XIAOLI NAN
UNIVERSITY OF MARYLAND
PROFESSIONAL FREEDOM &
RESPONSIBILITY CHAIR*

Members can help recruit others to CT&M

I would like to enlist you, the current members of CT&M, to help with recruitment by sending a message to your graduate student e-mail lists about the new CT&M Facebook page.

This is an important time to stress the benefits of membership in our division now that conference reviews are complete and registration is open. Previous newsletters have noted a decline in our membership and we feel that the shrinking conference funding at many institutions due to the economic climate may now force attendees to distill their membership to fewer divisions. An audience of particular concern is graduate students; individuals already strapped for resources but on whom the future of the division depends.

That being the case, we feel we have given CT&M a competitive edge for attracting graduate students through activities such as the pre-conference workshop on mediation analysis, a joint teaching panel with MC&S on human subject research and the Barrow Doctoral Fellowship. However, such activities are only useful to the extent that graduate students are aware of them and flyers are easy to overlook in the clutter.

In response, vice head **Hernando Rojas** has created a Facebook page for CT&M. The page will hopefully be useful for membership services and

recruitment for graduate students in particular. It will link to the new CT&M Web site, which is currently under construction but will hopefully be live before the conference, and will provide updated information about all activities of CT&M. As of this writing, there are 172 members and we are looking for more.

So now we come to your tasks:

- 1) If you have not done so already, please join the CT&M Facebook group. You can search for "Communication Theory & Methodology -AEJMC" or contact one of the officers for the link.
- 2) Then, please send an e-mail using your graduate student list serve announcing the creation of the CT&M Facebook page and inviting them to join.

Of course, feel free to tell anyone else that you deem appropriate.

The health of every division rests in attracting new members and we are in a more competitive year than normal in attracting graduate students to our group. CT&M has worked hard maintaining value regarding membership and has worked to increase activities that would be of particular interest of graduate students. We are confident that with your help we can bring a new cohort of graduate students into our division and strengthen the current and future membership.

*MICHAEL DAHLSTROM
IOWA STATE UNIVERSITY
MEMBERSHIP/RECRUITMENT CHAIR*

2009-2010 CT&M OFFICERS

CT&M CONCEPTS, the newsletter of the Communication Theory & Methodology division of the Association for Education in Journalism and Mass Communication, is published three times per school year. Please submit any articles to newsletter editor Mike Schmierbach (mgs15@psu.edu). Please visit the CT&M Web site for back issues of the newsletter and ongoing discussions (<http://aejmcctm.blogspot.com>)

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